

# Marketing for Small Business

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### Objectives

The general purpose of this module is to provide an introduction and overview of general marketing principles for a small business.

Participants will...

1. understand the basic concepts of marketing and determine the business's customer base,
2. understand the components necessary for marketing research that can be accomplished by a small business,
3. develop the knowledge necessary to build customer traffic in a small business,
4. understand the different marketing channels and the advantages and disadvantages of each,
5. develop a basic understanding of merchandising and the importance of it in the marketing plan, and
6. develop the skills to promote customer hospitality.

### Total Time Required

3 to 4 hours

Each section can be presented in about 30 minutes to 1 hour.

Be sure to allow time for questions and discussions.

### Materials Needed

A comfortable workshop setting is desired. Arrange the tables and chairs to enhance discussion and face-to-face interaction. Sometimes a classroom setting is all you have and that will work as well.

- PowerPoint or overhead slides

### Audio/Video Equipment

- Overhead projector
- Easel, flip chart and markers

## Directions and Training Tips

Be aware your audience will have a varied background when it comes to marketing. Some will be knowledgeable and experienced, while others will be novices. However, all business owners will be able to gain knowledge from this module.

1. Allow plenty of time for discussion!
2. Explain this is a starting point and specifics will come later.
3. Remember that the audience can provide valuable lessons in what does and doesn't work in marketing.
4. Utilize the PowerPoint presentation (visuals) and the participant discussions to help the audience understand the components of a successful marketing campaign. The speaker notes for this module are contained in the PowerPoint presentation.

## Additional Background Readings

Refer to these useful websites for additional reading and resource materials:

<http://www.ama.org> - The American Marketing Association

<http://www.immresource.com> - The Immediate Resource for Women's Wholesale Apparel (offers retailing tips)

<http://www.businessstown.com> - Businessstown.com (offers information on starting and operating a small business)

<http://www.retailernews.com> - Retailer News (offers marketing and operational solutions for retail businesses)

<http://www.newhope.com> - Newhope.com (a natural food supplement marketing site that offers tips on increasing retail traffic)

<http://www.tarp.com> - Technical Assistance Research Programs Institute (a research company dedicated to offering insights on customer relations problems relevant to small and large companies)

